RJ Reynolds Tobacco Company

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To: All Retail Divisions With Responsibility For Shop Rite Stores
(SIS access Primary Supplier # 425769)

Subject: Warehouse Couponing Program

Due to the State Minimum Pricing Issue in New Jersey, we have developed the following action plan:

- Part Time Resources will be used to place on carton coupons in the Wakefern Warehouse beginning the first week of August and continuing through September 30.
- Coupon denominations will be $2.50 on all styles of Winston and Doral, and $3.00 on all styles of Salem.
- Stores will automatically receive pre couponed product with their regular order during the Program Period 8/1-9/30.
- Retail Reps in states other than New Jersey should adjust in store couponing accordingly.
- Retail Reps in New Jersey should place POS or have store make signage notifying Shop Rite Customers of this Program.
- Wakefern will notify all stores regarding this Program.

Please call me if you have any questions.

Nick Kuruc

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Source: https://www.industrydocuments.ucsf.edu/docs/hhjy0000